



COURSE GUIDE 2024/25

Faculty 323 - Faculty of Social and Communication Sciences

Cycle .

Degree GCOMUN31 - Bachelor's Degree in Audiovisual Communication

Year Second year

COURSE

27156 - Theories of the Communication

Credits, ECTS: 6

COURSE DESCRIPTION

This course introduces students to the Communication problems and questions as a Social Science object, to amplify their critical thinking about Media, Society and Culture. The approach is theoretical but with a primary learning objective to put the theoretical notions into practise.

For students of Sociology and Political Science, this is the only specific subject in the field of communication. For the students of Audiovisual Communication, however, it is related to other theoretical subjects throughout the degree, especially Structure of the Communication System and Current Trends in Communication.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

LEARNING COMPETENCES

-General competences

G001 - Acquire knowledge and understand the meaning and relevance of theories, concepts and methodologies in the (inter) disciplinary field of audiovisual communication.

G002 - Apply theories and methodological tools to practice in different communication processes and contexts.

G003 - Synthesise, develop and apply new creative approaches to solving audiovisual communication problems.

G004 - Analyze, interpret, explain and critically assess facts, social processes, texts and communicative projects.

G010 - Search, select, hierarchize and analyze information in different sources, adapting its content to different forms and narrative strategies

-Cross-cutting competences

CT7 - Critical thinking

-Specific competences

C2CC01 - Acquire knowledge, identify and analyse information and communication systems and procedures, in their historical and social context.

C2CC02 - Develop techniques and methodologies for working with documentary sources, applied to research and problem solving in the field of information and audiovisual communication.

C2CC05 - Critically interpret and assess the communicative phenomenon in light of different theories.

LEARNING OUTCOMES

By the end of this course, students should be able:

1. To analyse the relationships between the Media System and the Public Opinion, relating to some key issues, as well as to evaluate from a critical point of view the main findings and theories about Communication.
2. To analyse the relationships between the Media System and the Mass Culture, relating to some key issues, as well as to evaluate from a critical point of view the main findings and theories about Communication.
3. To test, at a basic level, some research methods and technics applied to mass communication



Theoretical and Practical Contents

1 Theoretical thoughts about communication

General reflection on the social and cultural impact of communication, especially since the creation of mass media. Review of the three analytical models.

2 Information and society

Connection between mass communication and democracy. Review of the contribution of Frankfurt School and the Chicago School.

3 Communication and Culture

From the theory of effects to the theory of use. Cultural Studies and contributions of ethnographic studies.

4 Public Opinion

Review of different theories about public opinion (spiral of silence, cultivation theory, gatekeeping, agenda setting...)

TEACHING METHODS

This is a 6 credits' course, which means an estimate workload of 150 hours: 60 of them are face-to-face sessions with the lecturer, and the other 90 are for autonomous work. This workload is organised as follows:

Classroom activities (60 hours):

- Lectures
- Group work: small groups working about readings, problem solving, etc.
- Plenary: discussion within the main group

Autonomous work (90 hours)

- Reading and working with other sources: articles, material for exercises, etc.
- Organising collected information, making exercises, etc.
- Other activities

TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	46		14						
Horas de Actividad No Presencial del Alumno/a	69		21						

Legend: M: Lecture-based S: Seminar GA: Applied classroom-based groups
 GL: Applied laboratory-based groups GO: Applied computer-based groups GCL: Applied clinical-based groups
 TA: Workshop TI: Industrial workshop GCA: Applied fieldwork groups

Evaluation methods

- Continuous evaluation
- End-of-course evaluation

Evaluation tools and percentages of final mark

- Written test, open questions 30%
- Oral defence 10%
- Exercises, cases or problem sets 60%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

The student will be marked through continuous evaluation, and final grading will be based on that. To that end they will have to complete the practical exercises and presentations during the course. 70 % of the final mark will be based on exercises and case studies and its oral defence, and by the end of the semester the student will also have to pass a written exam (30%).

If the student, according to the regulations of the UPV/EHU, chooses not to be marked by continuous evaluation, she or he will be able to complete a final assessment evaluation. This assessment will have two parts. In the first one there will be a written exam with long-answer questions, and it will account for the 60 % of the assessment; the rest will be based on exercises and assignments undertaken during the semester (40%) and presented at the same time of the first part.

If the student chooses to be evaluated through the last option, she or he will have to inform about his or her decision the lecturer in the written form in a 9 weeks period since de beginning of the semester.



EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

In the case of the extraordinary evaluation call, the final assessment will be used for evaluation.

MANDATORY MATERIALS

All the materials will be available on eGela.

BIBLIOGRAPHY

Basic bibliography

Hartley, J (2002). Communication, cultural and media studies: the key concepts. London: Routledge.

West, R., Turner, L. H. (2010) Introducing communication theory. Analysis and application. 4th edn. New York: McGraw-Hill, 11-15.

Detailed bibliography

Adorno, T. W., Horkheimer, M. (1997) Dialectic of enlightenment. New edn. London: Verso Books.

Gill, R. (2007). 'Postfeminist Media Culture. Elements of a sensibility'; European Journal of Cultural Studies, 10.2: 147-166.

Hall, S. (1980) 'Encoding/decoding'. in Culture, media, language: Working papers in cultural studies, 1972-79. New York: Routledge.

Hayles, K. (2012) How we think. Digital media and contemporary technogenesis. Chicago: Chicago University Press.

Katz, E., & Lazarsfeld, P. (1955) The part played by the people in the flow of mass communication. New York: The Free Press.

Katz, E., Blumler, J., Gurevitch, M. (1973) 'Uses and gratifications research'. The Public Opinion Quarterly, 37, 509-523.

Lasswell, H. D. (1948) 'The structure and function of communication in society'. in The communication of ideas. ed. by Bryson, L. New York: Harper.

Lazarsfeld, P., Merton, R. K. (1948) 'Mass communication, popular taste and organized social action' in The communication of ideas. ed. by Bryson, L. New York: Harper.

Lazarsfeld, P.F., Berelson, B., Gaudet, H. (1968) The people's choice: How the voter makes up his mind in a presidential campaign. 3rd ed. New York: Columbia University Press.

McLuhan, M. (1992) The global village: Transformations in world life and media in the 21st century. New York: Oxford University Press USA.

McRobbie, A. (2004) "Postfeminism and popular culture" Feminist Media Studies Vol. 4, No. 3 : 255-264.

Morley, D. (1999) 'Understanding the uses of television, television in the family'. in Family television cultural power and domestic leisure. London: Routledge.

Noelle-Neumann, E. (1974) 'The spiral of silence: A theory of public opinion'; Journal of Communication, 24, 43-51

Journals

<http://www.ehu.es/zer>

<http://www.felafacs.org/rederevistas/>

http://www.portalcomunicacion.com/esp/d_doc_rev.asp

<http://web.usal.es/-abadillo/recursosdeinvestigacion.htm>

Web sites of interest

<http://www.ehu.es/zer>

<http://www.felafacs.org/rederevistas/>

http://www.portalcomunicacion.com/esp/d_doc_rev.asp

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OBSERVATIONS